



# Crisis Communication, Crisis Response Planning

## Our Client

Heller Financial Services, Inc., a highly respected Chicago-based financial services company.

## The Business Challenge

To create for the company its first ever pro-active crisis response plan.

## JTA Results

JTA worked with the Chairman and CEO, President and COO, General Counsel, Chief Financial Officer and the senior national and international leadership of Heller Financial Services to identify potential crisis scenarios, to craft appropriate messages for use in all identified crisis scenarios, and to formulate detailed internal corporate procedures and contact information for an external national or international crisis situation. This coordinated crisis planning process created a multi-functional response plan that positioned the senior leadership effectively for any potential corporate crisis.

## Strategy Highlights:

- JTA worked alongside the internal corporate communications team and senior leadership to create situation-specific roles and responsibilities for the executive team.
- A comprehensive messaging audit was undertaken that resulted in the refreshing and expansion of the company's corporate messages.
- The JTA team identified significant, previously unanticipated crisis scenarios and worked with the senior leadership team to develop effective and positive responses/outcomes.